

## Stakeholder Scenario Template

Use this template to clarify what each of your key stakeholders needs, why it matters to them and how digital preservation can support their goals. Creating a stakeholder scenario helps you tailor your messaging, anticipate concern and align your advocacy approach with what your stakeholders value. Complete this template for each of your key stakeholders.

### Stakeholder Name / Role:

For each of your key stakeholders, put yourself in their shoes to imagine their key motivators, challenges and concerns and then complete each of the following sections

As a...

I need to...

So that I can...

Then use the following sections to pick out the key motivators, challenges or concerns, and what success might look like, from what you have written above:

### Motivators

### Challenges / Concerns

### What success might look like for them

### Thinking ahead:

Once you have created your user story you can use this section to think about:

- A key message to emphasize
- The best communication channel(s) or engagement strategy
- Any other considerations which might help you frame a message to your stakeholder